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PATENT

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being faxed to 571-273-8300 on the date shown below to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: 12-28-05


Christina M. Padamonsky

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): D. Maxwell Chickering *et al.*

Serial No: 09/681,050

Filing Date: December 8, 2000

Examiner: Akiba K. Robinson Boyce

Art Unit: 3639

Title: DECISION THEORETIC APPROACH TO TARGETED SOLICITATION BY  
MAXIMIZING EXPECTED PROFIT INCREASES

**Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450**

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**REPLY TO OFFICE ACTION DATED OCTOBER 18, 2005**

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the amendments and comments below.